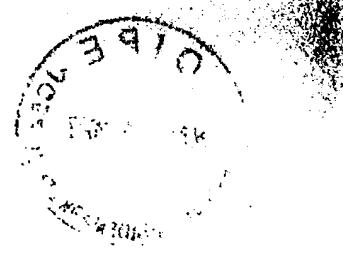


FIG. 1



32 {

34 }

COMPANIES	CATEGORIES					
	Environment	Animals	Diversity	Women's Rights	Community	Etcetera
Sample, Inc.	1	1	3	1	1	5
Acme International	3	5	5	2	5	2
Universal Ltd.	4	4	4	4	4	3
Brand X	5	5	2	5	5	5
Ace Manufacturing	5	2	1	2	3	4
Etcetera	2	4	5	4	2	5

FIG. 2A

32 {

38 }

COMPANIES	CATEGORIES	
	Composite	
Sample, Inc.	2	
Acme International	4	
Universal Ltd.	4	
Brand X	5	
Ace Manufacturing	3	
Etcetera	4	

FIG. 2B

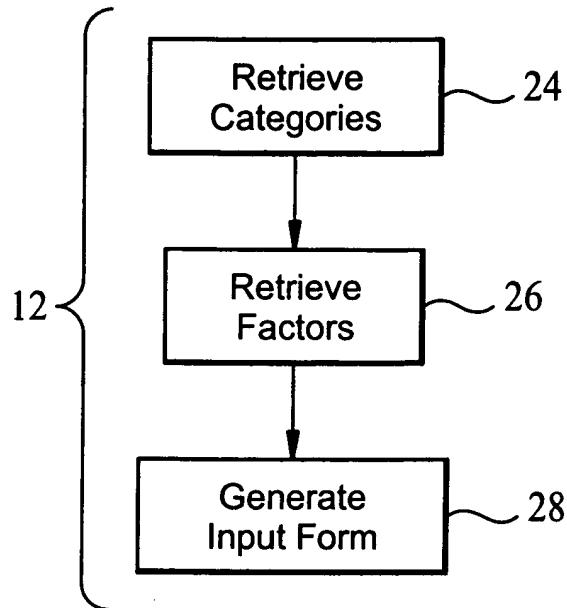
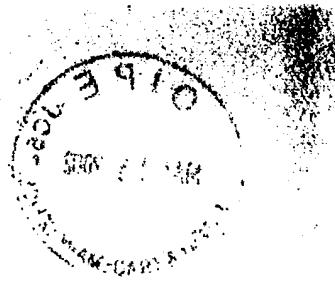


FIG. 3

41 {

43 {

44

46

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42

Select importance:

High Med Low None

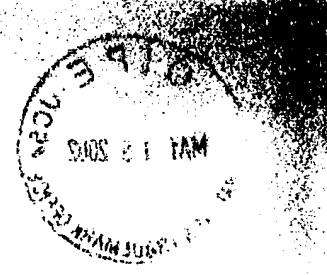
- Environment

- Hiring Practices

Select product category:

Search

FIG. 4A



40

Select imp rtanc :	52
High Med Low None	
<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	- Environment less detail
	<input checked="" type="checkbox"/> Tons of Toxic Waste [?]
	<input checked="" type="checkbox"/> Tons of CO2 [?]
	<input type="checkbox"/> Superfund Sites [?]
<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	- Hiring Practices details
Select product category:	56
<input type="text"/> <input type="button" value="Search"/>	60

41

43

FIG. 4B

40

Select importance:	52
High Med Low None	
<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	- Environment less detail
	<input checked="" type="checkbox"/> Tons of Toxic Waste [?]
	<input checked="" type="checkbox"/> Tons of CO2 [?]
	<input type="checkbox"/> Superfund Sites [?]
<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	- Hiring Practices details
Select product category:	56
<input type="text"/> <input type="button" value="Search"/>	60
<input type="text"/> <input type="button" value="Search"/>	62

41

43

FIG. 4C



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Select importance: High Med Low None	<input checked="" type="radio"/> - Environment <u>less detail</u>
<input checked="" type="radio"/>	Tons of Toxic Waste [?]
<input checked="" type="radio"/>	Tons of CO2 [?]
<input type="radio"/>	Superfund Sites [?]
<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> - Hiring Practices <u>details</u>	
Select product category:	
60 <input type="text" value="Technology"/> <input type="button" value="▼"/>	
62 <input type="text" value="Computers"/> <input type="button" value="▼"/>	
64 <input type="text"/> <input type="button" value="▼"/> <input type="button" value="Search"/> 70	

41

43

FIG. 4D

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Select importance: High Med Low None	<input checked="" type="radio"/> - Environment <u>less detail</u>
<input checked="" type="radio"/>	Tons of Toxic Waste [?]
<input checked="" type="radio"/>	Tons of CO2 [?]
<input type="radio"/>	Superfund Sites [?]
<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> - Hiring Practices <u>details</u>	
Select product category:	
60 <input type="text" value="Technology"/> <input type="button" value="▼"/>	
62 <input type="text" value="Computers"/> <input type="button" value="▼"/>	
64 <input type="text" value="Hardware"/> <input type="button" value="▼"/> <input type="button" value="Search"/> 70	

41

43

FIG. 4E

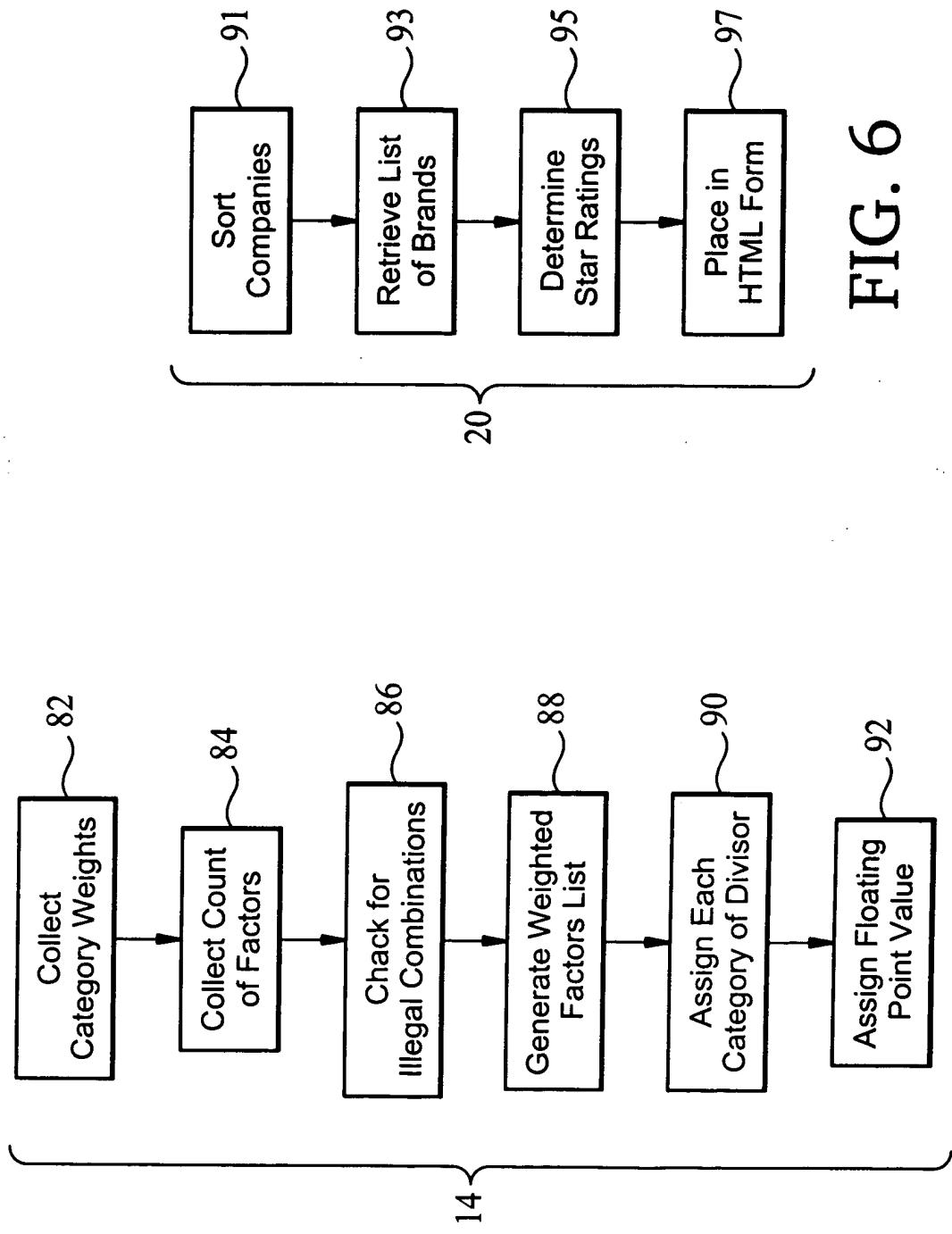


FIG. 5

FIG. 6

<u>Brand</u>	<u>Your Rating</u>		
Brand A	*****	Product Info	Buy Now
Brand B	***	Product Info	Buy Now
Brand C	*	Product Info	Buy Now

About your ratings
Communicate with these companies
Start a new search

FIG. 7

Results	5 Stars	4 Stars	3 Stars	2 Stars	1 Star
1	0	0	0	0	0
2	0	1	0	1	0
3	1	0	1	0	1
4	1	1	0	1	1
5	1	1	1	1	1
6	1	1	2	1	1
7	1	2	1	2	1
8	1	2	2	2	1
9	1	2	3	2	1
10	1	3	2	3	1
11	1	3	3	3	1
12	2	3	2	3	2
13	2	3	3	3	2
14	2	3	4	3	2
15	2	4	3	4	2
16	2	4	4	4	2
17	2	4	5	4	2
18	2	5	4	5	2
19	2	5	5	5	2
20	3	5	4	5	3
21	3	5	5	5	3
22	3	5	6	5	3
23	3	6	5	6	3
24	3	6	6	6	3
25	3	6	7	6	3
26	3	7	6	7	3
27	3	7	7	7	3
28	4	7	6	7	4
29	4	7	7	7	4
30	4	7	8	7	4
31	4	8	7	8	4
32	4	8	8	8	4
33	4	8	9	8	4
34	4	9	8	9	4
35	4	9	9	9	4
36	5	9	8	9	5
37	5	9	9	9	5
38	5	9	10	9	5
39	5	10	9	10	5
40	5	10	10	10	5
41	5	10	11	10	5
42	5	11	10	11	5
43	5	11	11	11	5
44	6	11	10	11	6
45	6	11	11	11	6
46	6	11	12	11	6

101

FIG. 8

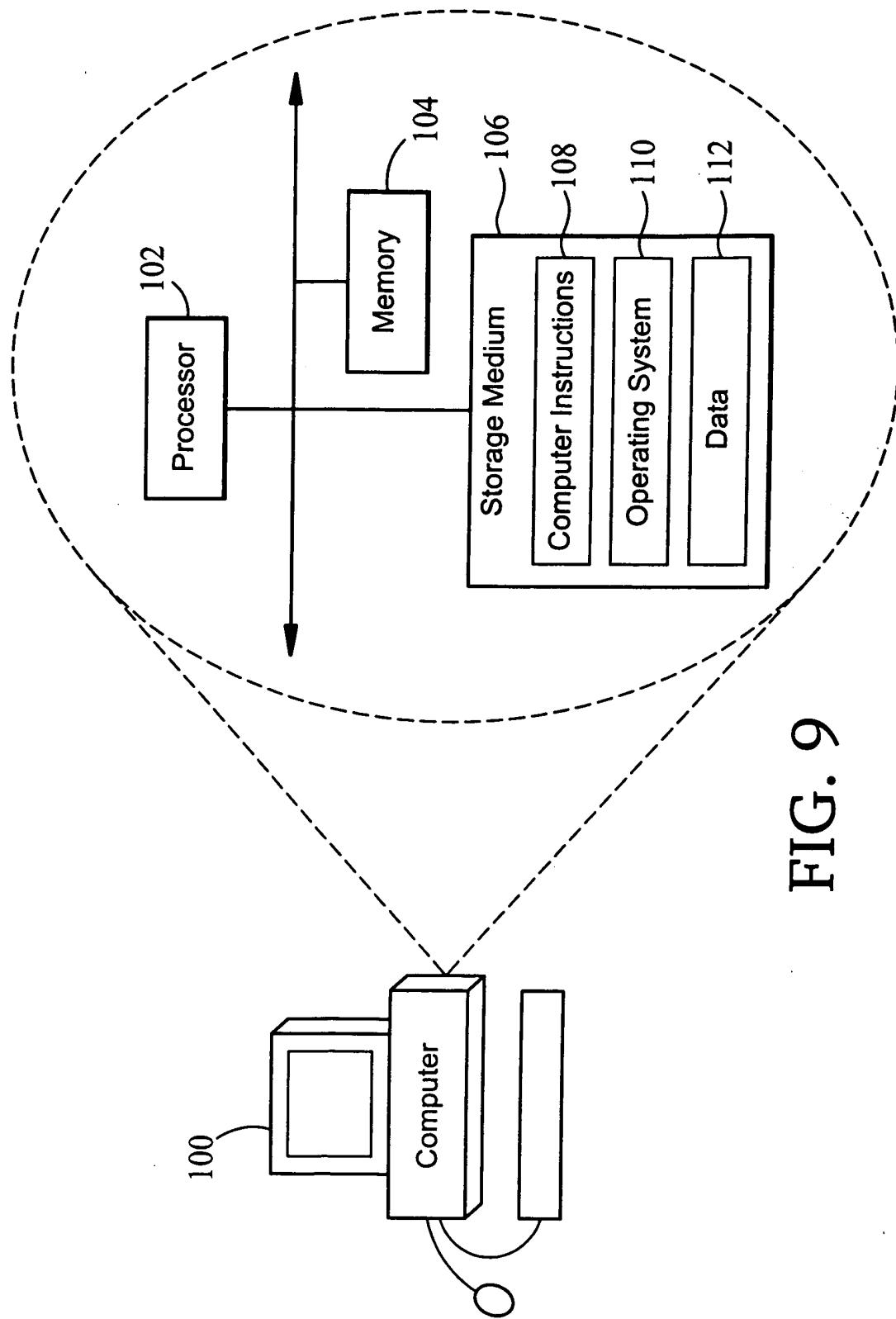


FIG. 9

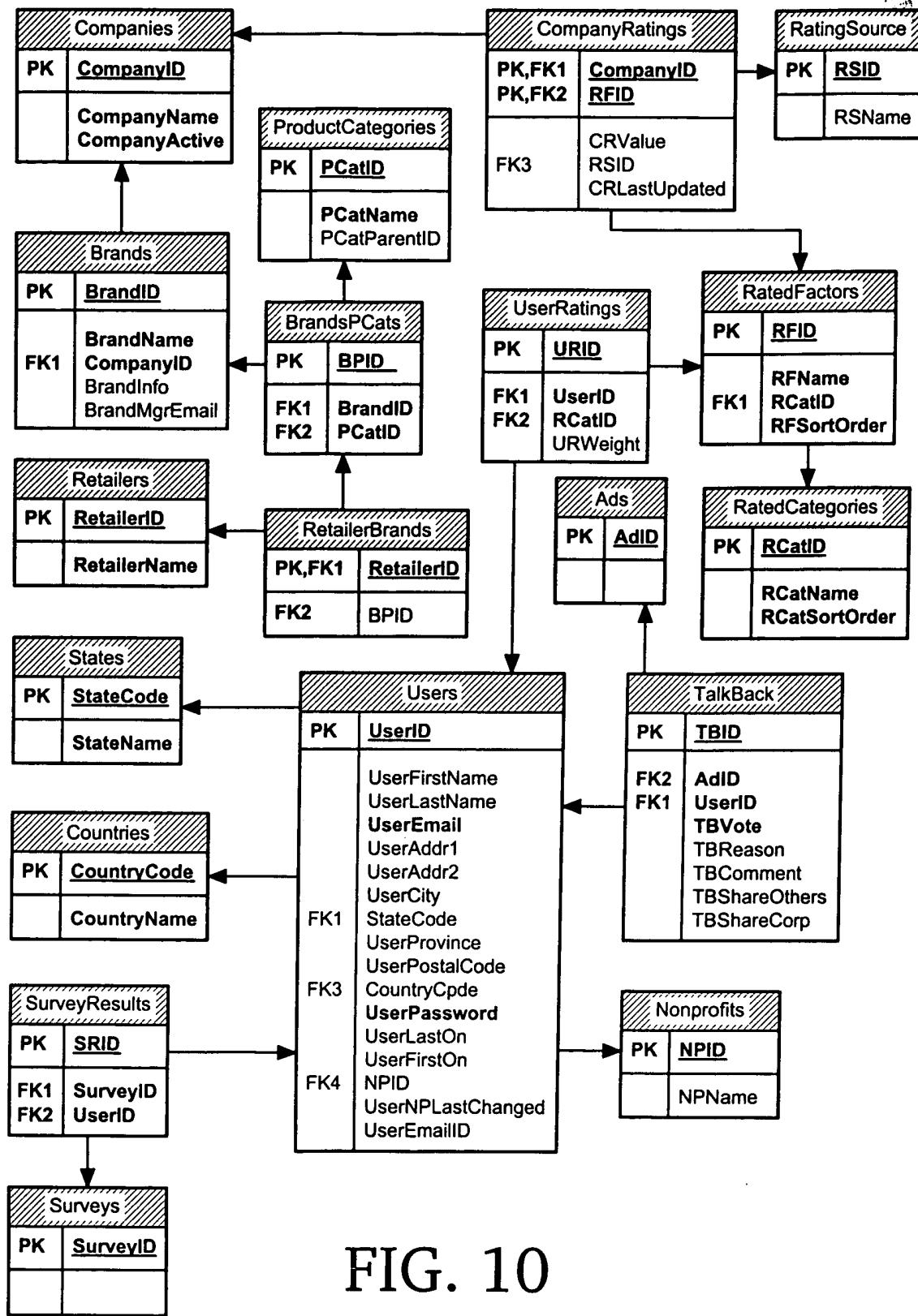


FIG. 10